



Move It for Mental Health Month

Information Pack

Individuals

Move It Your Way!

Give up to 60 minutes of movement any day in October and raise funds for mental health supports across Ireland.

Welcome to Mental Health Ireland's move-it-anywhere October fundraiser. It's simple and inclusive: choose an activity that works for you—walking, rolling, yoga, dancing, low-impact cardio, or a mix—and give up to 60 minutes in one go or in short bursts. You'll use your personal iDonate page so donations are quick, secure and easy to track.

Pick one of these easy formats or create your own activity:



Neighbourhood Loop

A gentle walk/roll/run near home; choose a familiar route and pace.



Stairs & Stretch Break

10×3-minute stair sets with light stretching between each.



Yoga/Pilates for One

Gentle flow with chair and floor options; focus on breath and mobility.

Accessibility note: All movement counts — seated/stretching options are welcome so everyone can take part.



Create your personal iDonate page in under 3 minutes and add your unique QR code to messages and socials.

All donations should be made via your personal iDonate page.

Quick-Start & iDonate Steps

Your Guide to a Successful **Move It** Month



Pick Your Activity & Date

Choose your date and an activity that suits you—walk, roll, run, yoga, dance, stretching or any accessible option. Friends can join locally.



Create Your iDonate Page

Click "Start Fundraising" on the **[Move It fundraising page](#)** and select "Individual Fundraiser." Add your details and follow the steps to activate your page.



Share Your Link & QR

Download the QR code and keep it on your phone. Share the link with family, friends and supporters (text, WhatsApp, email, socials) so everyone can easily donate.



Move It!

Use familiar and safe spaces for your activity—local paths, parks, home, or gym. Join our Strava club for shout-outs and activity leaderboards.



Donate, Thank, & Repeat

You and your supporters can donate directly to your personal page. Don't forget to thank donors and invite a few more friends to join in!

*For more information on setting up your page, see iDonate's guide **[here](#)**.*



Always prioritise safety: wear hi-vis near roads, stay hydrated, and adapt activities to suit your needs.

Optional: Matched Giving

Some employers or local sponsors offer matched giving (they match what you raise). If available, highlight this on your iDonate page and in your messages. This can significantly boost your fundraising!

All funds should go through your personal iDonate page so totals are easy to verify. Please contact **fundraising@mentalhealthireland.ie** to provide details of your match arrangement.

Fundraise for Mental Health Ireland this October



I'm/We're giving up to 60 minutes of movement to raise funds for mental health.

Scan to donate

QR Code
Here

JOIN US FOR:

[Activity]

[Day, Date, Time]

[Location]

Website address here

Ready-to-Use Comms Snippets

Copy these blocks directly into text/WhatsApp, email, and social. Replace placeholders like **[DATE]**, **[TIME]**, **[ACTIVITY]**, **[MEET POINT]**, **[URL]**.

Personal Invitations

Text/WhatsApp — Invite a Friend

I'm doing **Move It for Mental Health Month** in support of **Mental Health Ireland** — giving up to **60 minutes of movement** on **[DATE]** at **[TIME]**. I'm planning **[ACTIVITY]** from **[MEET POINT]**. Join me or donate here: **[URL]**. Any movement counts. 🙌

Email — Family/Friends

Subject: Support my 60 minutes for Mental Health

Hi! I'm taking part in **Move It for Mental Health Month** this October. I'll give up to **60 minutes of movement** on **[DATE]** to support community mental health. If you can, please donate or join me:

[URL]. Thank you!

— **[YOUR NAME]**

Social Posts

Instagram/Facebook — Caption

I'm moving it for mental health this October. Give up to **60 minutes** any day — walk, roll, run, dance or stretch — and support **@mentalhealthireland**. Donate or join my page: **[URL]**
#MoveItMHM #MentalHealthIreland

LinkedIn — Personal Post

I'm taking part in **Move It for Mental Health Month** in support of **@MentalHealthIreland** — giving up to **60 minutes** on **[DATE]** to raise funds for mental health supports. Join me or donate: **[URL]**. **#MoveItMHM**

Matched Giving Line (Optional)

My employer/local sponsor may **match donations up to €[X]**. Please donate via my iDonate page so the match applies: **[URL]**

Safeguarding, Paying-in & Socials

To ensure a safe, inclusive, and successful Move It for Mental Health Month, please follow these essentials. This protects you and your supporters and helps maximise your fundraising impact.

For further information, please refer to the [FAQs](#) or contact fundraising@mentalhealthireland.ie.

Safety & Inclusion

- Your safety is paramount. Choose familiar, well-lit routes and spaces you already use.
- **Visibility and hydration:** wear hi-vis near roads; bring water.
- **Inclusion:** choose low-impact or seated options as needed; take breaks.

Photography & Consent

- Get permission before sharing photos of others.
- Avoid posting personal health details in captions.
- If minors are present, obtain parent/guardian consent before sharing images.
- We process photos and data in line with our [Privacy Policy](#).

Paying-in & Donations

- **Use iDonate first.** Share your **personal page** link/QR for all donations.
- **No cash to MHI by post.** If you collect cash (e.g., from friends), lodge a single amount to your iDonate page and record it as an **offline donation**.

Social Sharing & Strava

- Tag [@MentalHealthIreland](#) and use [#MoveItMHM](#).
- Share a photo and a short “**Why I Move**” line.
- **Optional:** join the [Strava club](#) for weekly shout-outs and activity leaderboards.

Remember, support is always available:

- Text **50808** (24/7, free, anonymous crisis text line)
- Call Samaritans **116 123** (24/7, free, confidential emotional support)

Important Links:

[Landing Page](#) | [iDonate Event Page](#) | [Privacy Policy](#) | [FAQs](#)

Where the money goes



Your donation funds free mental health information, education and resources for communities across Ireland.

*Examples are based on average 2024/25 costs; actual costs may vary by location and demand.

€20

could provide 20 people with free **pocket-size mental health booklets** to help them manage stress and anxiety.



€80

could cover the cost of a free **community workshop** that gives someone practical tools to manage their stress, and understand mental health and wellbeing.



€150

could help someone take part in our 12 week **Woodlands for Health Programme**, connecting with nature to support their mental health.



€500

can help us run events in communities like our **Hello, How Are You? campaign** encouraging connection, addressing loneliness, providing mental health information and reducing stigma.



€1,000

could support a person with mental health challenges to return to education through our **Bursary Programme**.



Thank you to our team, volunteers, member organisations and partners who help us educate, empower and connect communities and reach those who need us most.

Donate or fundraise

mentalhealthireland.ie/get-involved



Mental Health
Ireland

Prefer monthly donations?
€20/month = 240 booklets a year.

